

# Exhibitor Registration Opens for Brand USA's Inaugural Travel Week India

WASHINGTON, DC - March 10, 2020

Registration is now open for Brand USA Travel Week India 2020, which will take place in New Delhi from October 5-9, 2020. Travel Week India will provide an ideal platform for U.S. travel industry suppliers to promote their products and services to prominent, pre-selected buyers from the Indian travel trade.

With an aim to grow visitation to the United States from across India, Brand USA Travel Week India will offer: pre-scheduled B2B appointments, inspiring guest speakers, an interactive media day with trade and select consumer media, as well as an opportunity to network with Indian buyers in an informal setting during evening events. Buyers will be present from Mumbai, Delhi, Ahmedabad, Chennai, Bengaluru, Hyderabad, Kolkata, Indore, Nagpur, and Punjab. Participating U.S. exhibitors will be able to renew and build relationships with top decision makers from the Indian travel sector.

"We are excited to host our partners at the inaugural Brand USA Travel Week India – an immersive event that provides a platform for U.S. travel suppliers to tap into this rapidly emerging market," said Christopher L. Thompson, president and CEO of Brand USA. "A key pillar in our statement of purpose is how do we create value in ways our partners would be challenged to or couldn't do on their own. As such, we are proudly committed to initiatives like Brand USA Travel Week India to help facilitate meaningful business transactions and knowledge-sharing in the effort to grow this critically important origin market for the USA."

Exhibitor registration is open to all tourism industry entities including, but not limited to, destination marketing organizations, conventions and visitors bureaus, attractions and other companies operating export-ready tourism services in the USA. Registration closes on April 30, 2020.

For more information on Brand USA Travel Week India 2020, please visit [BrandUSATravelWeekIndia.com](https://BrandUSATravelWeekIndia.com).

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## About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past five years Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with more than \$38 billion in total economic impact and supporting, on average, more than 51,000 incremental jobs a year.

For industry or partner information about Brand USA, visit [TheBrandUSA.com](https://TheBrandUSA.com). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website [VisitTheUSA.com](https://VisitTheUSA.com) and follow Visit The USA on [Facebook](https://Facebook.com), [Twitter](https://Twitter.com), and [Instagram](https://Instagram.com).

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